

THE ENCOO EDGE PARTNER PROGRAM

Providing MSP's
with the Edge in
Telecommunications



SECURITY



DATA



VOICE



CLOUD

encoo.com.au

encoo
COMMUNICATIONS

A PARTNER PROGRAM DESIGNED TO GIVE MSP'S THE EDGE

The **Encoo Edge Partner Program** provides MSP's greater control of end user telecommunications environments, as well as the ability to grow revenue and profit margins. Encoo's mission is to become the best wholesale data and voice network aggregator in the country. To do that we partner with like-minded MSP's whose goal is to provide consistently exceptional service levels to their SMB-Mid Market clients.

Encoo provide customised and white labelled solutions across our four core product pillars **Security, Data, Voice** & Cloud. All our products are seamlessly integrated but still allow partners to select the individual products and services that are best fit for your client's requirements.

At Encoo we take immense pride in excelling at what we do well and not attempting to be all things to everyone, we know what our strengths are and we play to them. Heavy investment in our network has ensured we are able to deliver solutions for partners that are provisioned accurately and on time. This investment as well as our focus on transparency allows our Edge partners to focus on their core business knowing that their client's telecommunications environment is reliable and therefore profitable for you.

Our network and internal systems have been designed with one thing in mind – scale.

Automation within our core allows us to deliver solutions with as minimal human intervention as possible. Open API's and white labelling provide our Edge Partners full control, from integrating with our help desk to setting your own sell price – Edge partners own the billing relationship with the end client, yet we are there to support you if needed.

As a channel focused company; we put our **Edge Partners** first. Partnering with Encoo is easy. We understand that to be successful we need to work with our partners to enable and support them to deliver profitable customer solutions that increase their monthly revenue at competitive margins.

We look forward to working with us to gain the Encoo telecommunications Edge.

Ash Watt

Chief Executive Officer
Encoo Communications

AN EDGE DELIVERED BY BEST OF BREED COMMUNICATION SOLUTIONS

Across our four product pillars (Security, Data, Voice & Cloud) we remain truly agnostic in our approach.



SECURITY

The Encoo Managed Firewall is the centralised point of protection for all Encoo products. Encoo provide Edge Partners full access to each clients Managed Firewall instance (VDOM), this allows partners to respond to client queries in real-time and provides full visibility across the security landscape. Built using FortiGate firewalls Encoo also provide full access to FortiManager & FortiAnalyser.

FortiManager allows partners to manage multiple VDOM's from a single pane of glass, and FortiAnalyser provides detailed reports giving partners the ability to demonstrate an ROI to C-Level stakeholders.



DATA

With the ever-increasing demand for SaaS based solutions, a secure and reliable data connection is more important than ever. From DSL & NBN to Fixed Wireless or Dark Fibre, Encoo has a solution to cater for organisations of any size.

Being carrier agnostic and dedicated to the channel means we can design fit for purpose solutions using multiple last mile carriers that are completely seamless to the end user with the first point of contact being the partner.



VOICE

Encoo have designed, developed and maintain a custom-built phone system that incorporates more than 700 features. Building the system from the ground up allows us to design and configure systems that are fit for purpose.

We understand that a one size fits all approach doesn't work when providing solutions to satisfy business requirements, so we go to market with a system that is easily configurable on a per tenant basis.



CLOUD

Whether it's a single centralised server located in a Data Centre, or a full production environment located on AWS or Azure - Encoo can provide reliable & secure communications to integrate seamlessly.

We have bi-lateral peering arrangements in-place to vastly improve performance when connecting with the world's biggest SaaS providers, and we can provide direct connectivity into any of the public cloud providers as part of your MPLS solution.

ENCOO EDGE PARTNER BENEFITS & REQUIREMENTS

The [Encoo Edge Partner Program](#) consists of two tiers. Premium and Authorised. Meeting certain requirements determines a partners tier.

REQUIREMENTS

Program Requirements	Premium	Authorised	Partner Team Requirements	Premium	Authorised
Revenue Target (Per month)	\$2,000.00	\$1,000.00	Minimum 8x5 Support	✓	✓
Capability to invoice Data & Voice	✓	✓	Internal presales capability	✓	Preferred
Edge Partner logo displayed on partner's website	✓	Preferred	Internal Service Delivery Manager / PM	✓	Preferred
Business Planning / Review	Quarterly	N/A	Internal Encoo Champion	1	N/A

BENEFITS

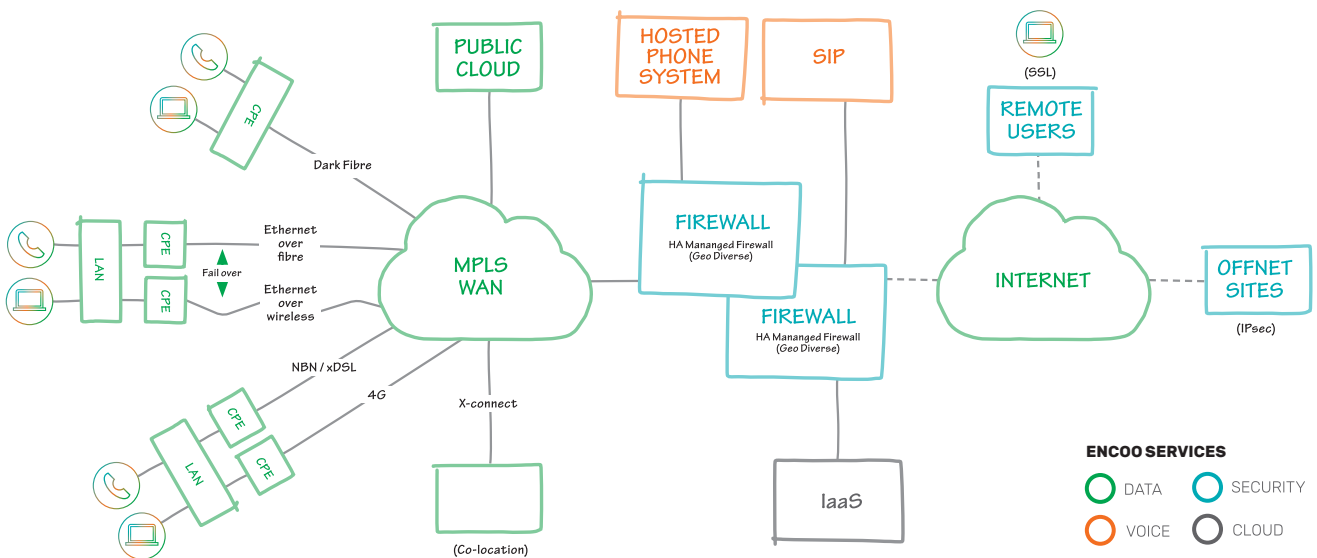
Sales Benefits	Premium	Authorised	Business Benefits	Premium	Authorised
Lead generation	✓	✗	Competitive Wholesale Pricing	✓	✓
Dedicated Account Manager	✓	✗	Access to Encoo Edge Portal	✓	✓
Tender Support	✓	✓	NFR Pricing across all Encoo Products	✓	✓
Joint visits to major clients	✓	Available	Major Vendor Support & Training	✓	✗
Special Bid Pricing	✓	Available	Demo Phone System	✓	✗

Marketing Benefits	Premium	Authorised	Support & Training Benefits	Premium	Authorised
Co-Branded Marketing Material	✓	✗	Pre-sales support	✓	Available
Access to Marketing Assistance	✓	✗	Sales & Technical Training	✓	✓
Sponsorship for roadshows and events	✓	✗	Technical Solutions Workshops	✓	✓
Invitations to Encoo Edge Partner Events	✓	✓	Participation in BETA testing	✓	✗
Encoo Edge Newsletter	✓	✓			

GIVE YOUR BUSINESS & YOUR CLIENT'S THE COMMUNICATIONS EDGE.

One size doesn't fit all. We recognise that flexibility in technology and communications is fundamental to success. Let us provide the 'edge' your business needs to network and perform at its peak.

Call 1300 142 350 to partner today.



ENCOO COMMUNICATIONS

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